



# Kristu Jayanti College

**AUTONOMOUS**

**Bengaluru**

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## Centre for Research

### Conference Proceedings Publications

#### 2018-2019

Sl. No.	Name of the teacher	Title of the paper	Title of the Proceedings and Name of the conference	National / International	Year of publication	ISBN Number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
1.	Ms. S Gopika	Unsupervised Blind Quality Estimation of NSS Images Using Efficient Feature Extraction	National Conference on Computational Intelligence (Ncci'18)	National	2018	978-93-5311-592-0	Kristu Jayanti College (Autonomous), Bengaluru	NCCI'18, Department of Computer Science (UG), Kristu Jayanti College (Autonomous), Bengaluru
2.	Dr. Baba Gnankumar P	Demystifying the Rural Agricultural Cooperatives with Microfinance Model - An Ubiquitous Way of	International Conference on Sustainable Business Development	International	2018	978-93-83302-34-5	Kristu Jayanti College (Autonomous), Bengaluru	SDMID Mysore

		Economic Resurgence in Rural Economics						
3.	Dr. Kaveri Swami	Human Rights in India and its Relative Impact and Scrutiny on Global Scenario	Paradigm Shift In Disciplines	International Multidisciplinary Seminar	2018	978-03-59173-24-2	Kristu Jayanti College (Autonomous), Bengaluru	Government First Grade College, HSR Layout, Bangalore
4.	Dr. Navkiran Kaur Bedi	Publicizing Through Film Posters: A Multimodal Analysis	International Conference On Women Studies, Language, Culture And Social Sciences 2018	International	2018	978-93-86435-64-4	Kristu Jayanti College (Autonomous), Bengaluru	Conference Proceedings: International Conference on Women Studies, Language, Culture and Social Sciences 2018
5.	Ms. Ramya B	The Place and Position of Migrant Women Workers of India	International Conference On Multidisciplinary Approaches In Social Sciences, Humanities And Science	International	2018	978-93-87793-61-3	Kristu Jayanti College (Autonomous), Bengaluru	Conference Proceedings: International Conference on Multidisciplinary Approaches in Social Sciences, Humanities and Science
6.	Mr. John Pradeep Kumar	A Conceptual Framework on Return and Trading Volume Linkages in the Capital Market - Understanding Attitude of Individuals	Industry 4.0	National	2018	978-93-80751-08-5	Kristu Jayanti College (Autonomous), Bengaluru	4th Industrial Revolution Seminar Compendium

		Considering Paying Taxes to Government						
7.	Mr. Bijin Philip	A Study on The Impact of Teaching Aids in Students Learning Process and Growth with Special Reference to Bangalore	Building Uniqueness For Enhancing Institutional Excellence	National	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
8.	Dr. Juby Thomas	An Analysis of The Ethical Practises in Facilitating Learning Through Smart Classrooms	Building Uniqueness For Enhancing Institutional Excellence	National	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
9.	Ms. Glady Agnes L, Mr. Manoj Prabhakar M	A Conceptual Study on Recent Trends and Issues Involved in the Partnership of Industry on Academic with Reference to India	Building Uniqueness For Enhancing Institutional Excellence	National	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
10.	Dr. R Krishnan	Holistic Education: An Indian Perspective	Building Uniqueness For Enhancing Institutional Excellence	National	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
11.	Ms. Ashwitha	Impact of Vocational Education on Business Management Students Employability - A Study at SDM College Ujire	Building Uniqueness For Enhancing Institutional Excellence	National	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association

12.	Dr. Joseph Charles Tamilmaran D, Dr. Justin Nelson Michael	Can Theatre Enhance the Learning Experience of MBA Students?	Building Uniqueness For Enhancing Institutional Excellence	National	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
13.	Dr. Rema M K	Effect of Counselling on the Levels of Depression, Anxiety and Stress Among Parents with Special Children	Building Uniqueness For Enhancing Institutional Excellence	National	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
14.	Dr. Geethu Anna Mathew, Dr. Roshen Therese Sebastian	Mentoring and Employability Skills of B-School Students: A Comparative Analysis	Building Uniqueness For Enhancing Institutional Excellence	National	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
15.	Ms. Aneesha K Shaji	A Study on Mobile Banking Services Offered by Traditional Banks and New Generation Banks	Management of Change and Complexity (ICMCC)	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
16.	Ms. Ashwitha	Inclusive Economic Growth and Sustainable Development- A Case Study of Religious Philanthropic Organisation in Dakshin Kannada	Management of Change and Complexity (ICMCC)	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association

17.	Ms. Chandrakala M	New Financial Inclusion for Economic Extension in India	Management of Change and Complexity (ICMCC)	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
18.	Ms. Vineetha Vijayan, Mr. Bijin Philip	A Study on The Impact of Workforce Diversity in Organizational Performance with Special Reference to Bangalore City	Management of Change and Complexity (ICMCC)	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
19.	Mr. Surjit Singha	Integrated Sustainable Green Entrepreneurship for North East India	Management of Change and Complexity (ICMCC)	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
20.	Ms. Amritha Ashok	A Study on The Impact of Company's Ethical Policies on Consumer Buying Behaviour.	Management of Change and Complexity (ICMCC)	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
21.	Dr. E. Daniel Santhosh Raj	Investment Behaviour of Equity Investors in Capital Market with Reference to Salem District, Tamil Nadu Special	Management of Change and Complexity (ICMCC)	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
22.	Dr. Arti Singh	An Attention on The Consumers Interest in Advertisement and Attitude Towards Ethical	Management of Change and Complexity (ICMCC)	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association

		Issues: With Special Reference to Varanasi						
23.	T.Somasundaram	Accessibility of Ola And Uber Cab Services Using Mobile App Among Customers in Bangalore	Management of Change and Complexity (ICMCC)	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
24.	Rashmi Rekha Goswami	Marketing of Dairy Products: A Comparative Study Between Two Brands in Guwahati, Assam Dairy	Management of Change and Complexity (ICMCC)	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
25.	Rupashree R	Empirical Evidence on Currency Derivatives and Currency Rates	Management of Change and Complexity (ICMCC)	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
26.	Dr. V. G. Jisha	Investors Perception on Post Office Saving Schemes-with Reference to Bangalore City	Management of Change and Complexity (ICMCC)	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
27.	Dr. G. Bala Sendhil Kumar	Purchase Behaviour Towards FMCG By Consumers in Puducherry: An Exploratory Factor Analysis	Management of Change and Complexity (ICMCC)	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association

28.	Dr. Geethu Anna Mathew, Dr. Roshen Therese Sebastian and Prof. Ajai Abraham Thomas	Role of Training in Enhancing Organisational Commitment of Employees – An Empirical Substantiation	Management of Change and Complexity (ICMCC)	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
29.	Gincy Charles	A Study on The Challenges and Opportunity of Islamic Finance in India	Management of Change and Complexity (ICMCC)	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
30.	R. Haribaskar	More Than Cash, Cheques and Credit the Narrator Extends Social Responsibility-City Union Bank	Management of Change and Complexity (ICMCC)	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
31.	Dr. A.J. Excelce, Ms. Shilpa Rao C	Income and Expenditure Pattern of Child Labour in Southern District of Tamil Nadu	Management of Change and Complexity (ICMCC)	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
32.	Mr. Surendranath Reddy C	Online Purchase Behaviour of Customers Towards Branded and Unbranded Mobile Phones	Emerging Trends In Business And Finance	National	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association

33.	Dr. Vinodha Devi K	A Study on The Impact of Self-Help Groups in The Distribution of Per Capita Income of Rural Households in Kanyakumari District, Tamil Nadu	Building Uniqueness of Agriculture Sector For Sustainable Development	National	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
34.	Ms. Jethina James	An Overview of The Indian Tea Industry: A Study on Its Performance	Building Uniqueness of Agriculture Sector For Sustainable Development	National	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
35.	Ms. Neeta Dwivedi, Mr. Tinto Tom	Green Gold of India: An Empirical Study with Special Reference to Puri District, Odisha	Building Uniqueness of Agriculture Sector For Sustainable Development	National	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
36.	Ms. Preethi S. J. G.	Rural Health Infrastructure Impacts on Health Outcome – Special Reference to Karnataka State	Building Uniqueness of Agriculture Sector For Sustainable Development	National	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
37.	Ms. Jethina James	A Study on The Reasons for The Decline for The Decline of The Indian Tea Industry	Building Business Uniqueness Towards Industry 4.0	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
38.	Dr. Aloysius Edward J	A Study on Performance of Indian IPOs During the Financial Year 2018-19	The Future of Business - Industrial Revolution 4.0	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association



39.	Dr. D. Ravindran	SPS Preference of Retailers in Impulsive Consumer Buying Behaviour	The Future of Business - Industrial Revolution 4.0	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
40.	Dr. G. Bala Sendhil Kumar, Dr. Abraham Varughese	Organizational Effectiveness: The New Challenges of Small Firms in Industry 4.0	The Future of Business - Industrial Revolution 4.0	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
41.	Dr. G. Bala Sendhil Kumar	Customers' Intention Towards Online Shopping: An Empirical Study	The Future of Business - Industrial Revolution 4.0	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
42.	Dr. Gita P C	Artificial Intelligence For 4.0 - Adoption in Organizations and Its Challenges	The Future of Business - Industrial Revolution 4.0	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
43.	Dr. Joseph Charles Tamilmaran D	A Study on Consumer Perception Towards AI Enabled Chatbots In Bengaluru	The Future of Business - Industrial Revolution 4.0	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
44.	Dr. Sheeja Krishna Kumar	Automation in Recruitment Process: An Examination	The Future of Business - Industrial Revolution 4.0	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association

45.	Mr. John Pradeep Kumar	A Study on Return and Trading Volume Linkages Between Selected It Companies In India	The Future of Business - Industrial Revolution 4.0	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association
46.	Mr. Stephen Deepak R	Procedural Justice: Discernment of Fairness Perceptions in The Work Environment	The Future of Business - Industrial Revolution 4.0	International	2018	2394-7780	Kristu Jayanti College (Autonomous), Bengaluru	Indian Academicians and Researcher's Association